



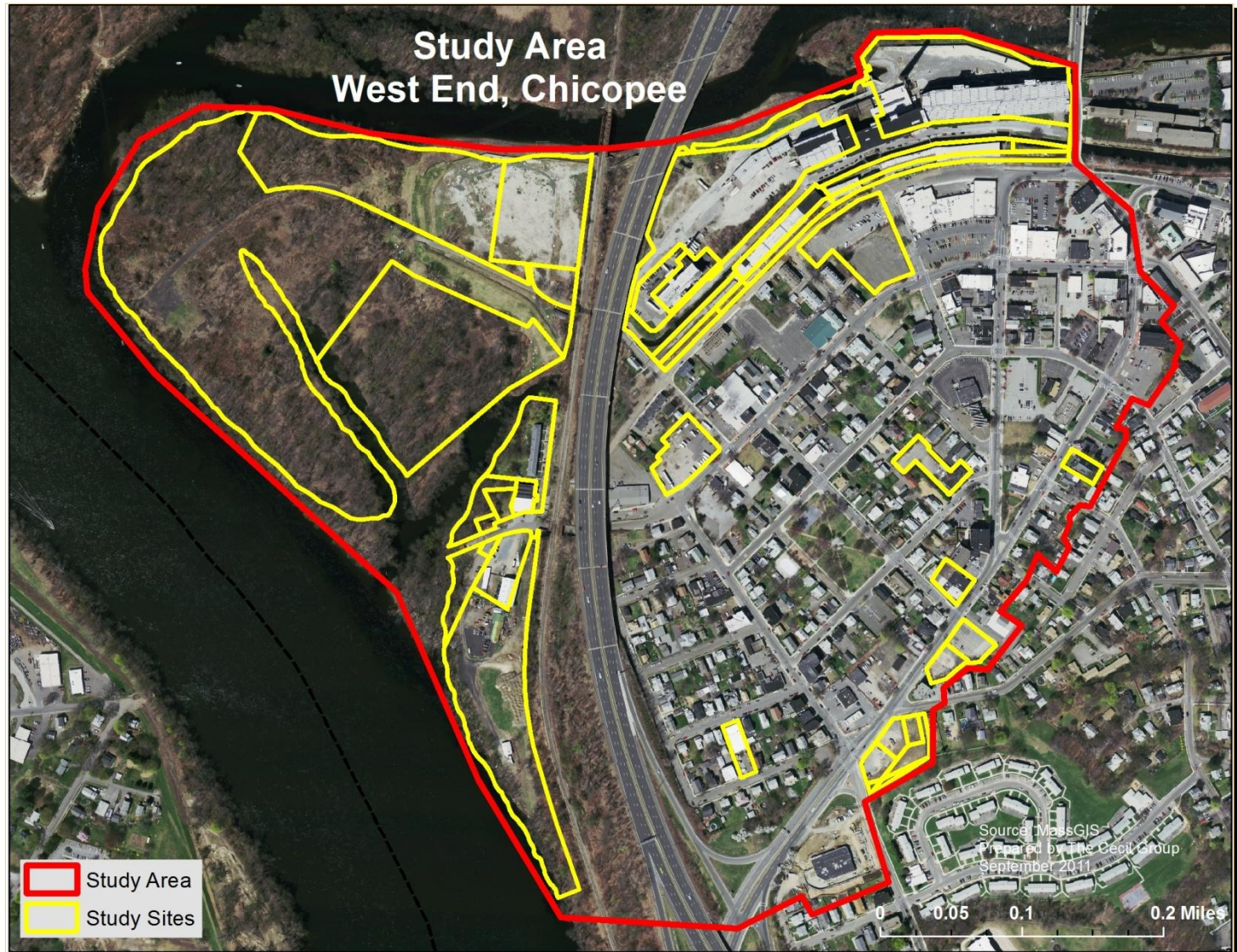
# BROWNFIELDS AREA-WIDE PLANNING PROJECT: CHICOPEE WEST END

*Project Team:*  
The Cecil Group, Inc.  
FXM Associates  
Tighe & Bond  
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Language Link Consortium

October 22, 2011

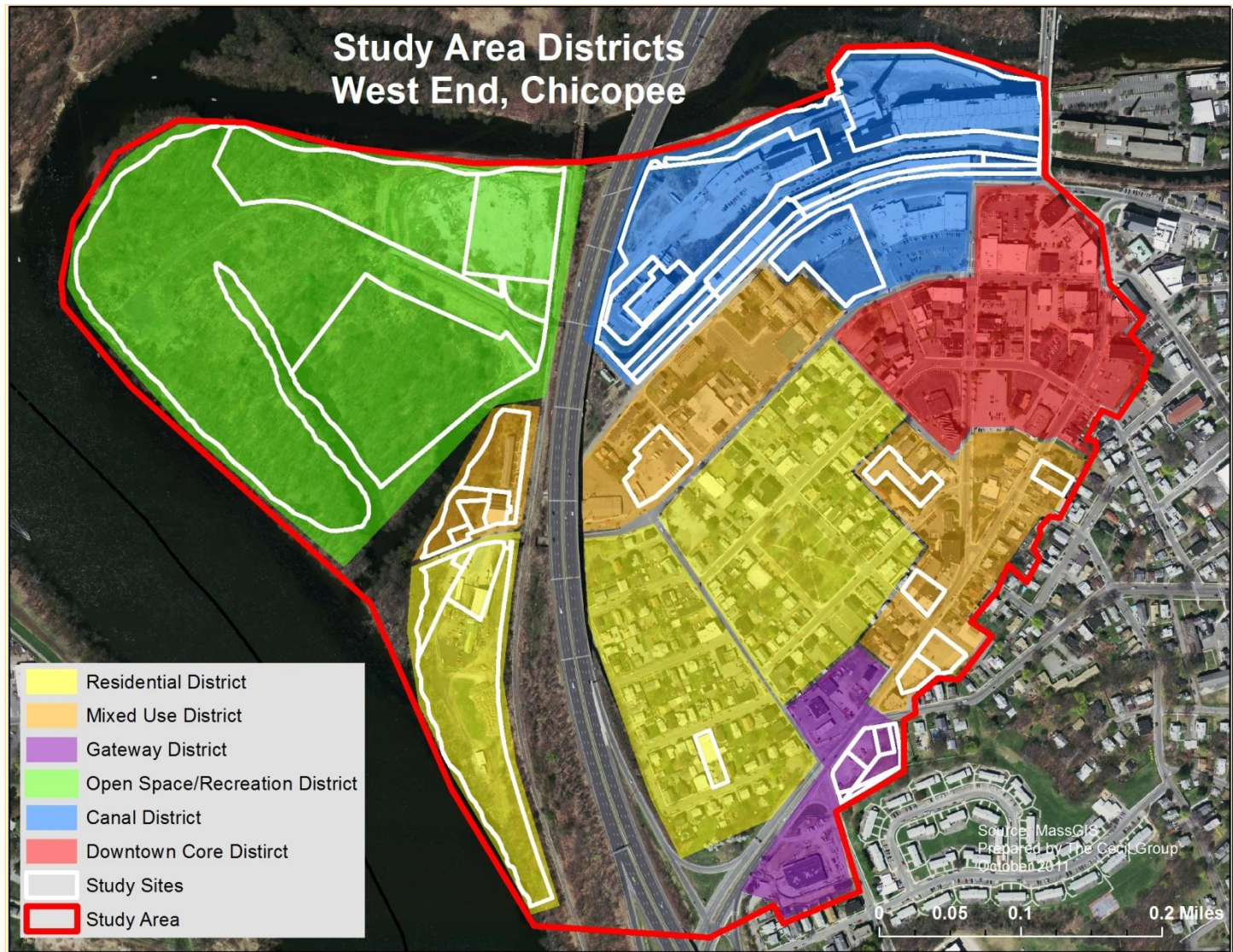


# Study Area





# Study Area Districts





# Market Potential

- Rental Housing Demand May Be Driver
  - Target under age 35 and over age 55 households
- Office Space Demand is Low
  - Extraordinary measures needed to increase Chicopee, Downtown/West End share of regional market
- Industrial Space Demand is Opportunity
  - Steady, increasing demand for industrial space compared to office space in region
  - Mill buildings offer low-cost, flexible space
  - Need public-private outreach to prospective users





# Market Potential

## ■ Strategic Initiatives/Recommendations

- Create distinctive image as emerging hip, affordable place for young professionals and students to live, work and play
- Start marketing campaign targeting tech-based businesses and entrepreneurs
- Explore opportunities/partnerships with Baystate Medical Center and Elms College to increase business activity in Downtown/West End
- Identify successful retailers and restaurant owners in region who may want to expand
- Provide technical assistance and access to financing incentives to address deteriorated building conditions

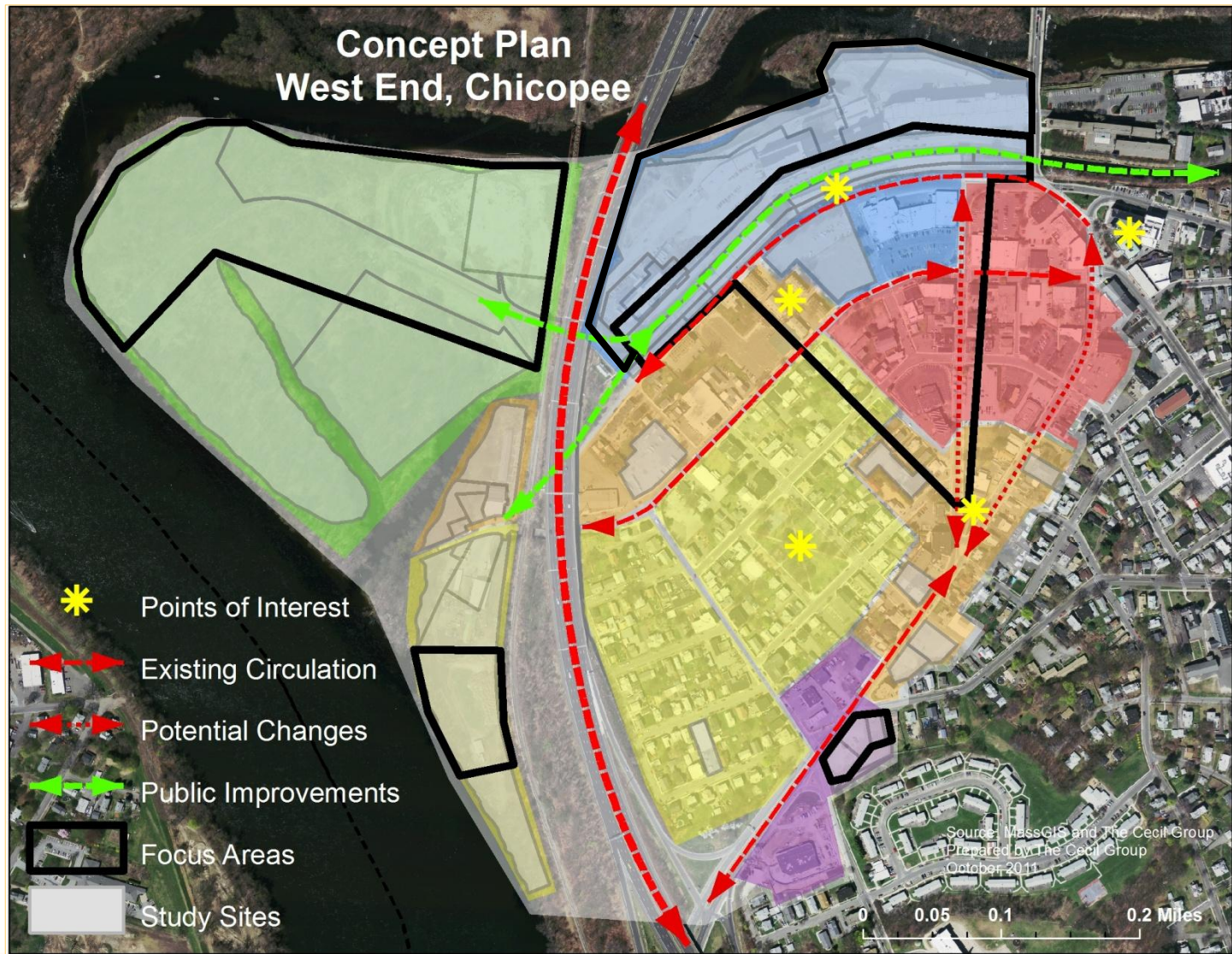


# Concept

- Focus on Mills, Canal and Corridors
  - Mill redevelopment to spur other reinvestment
  - Public amenities to connect to existing/future green space
  - Circulation changes to help local businesses
- Former Delta Park and City Property
- Riverfront Properties
- Former Mobile Service Station and Gateway



# Concept Plan





# Canal District

## *Mill Properties*

- Cabotville Mill Complex
- Former Lyman Company
- City Frontage





# Canal District

## *Mill Properties*

### ■ Possible Uses

- Technology and general business incubator
- Support growth of existing mill businesses
- Housing for <35 and 55+
- Canal path and green space
- Mixed use south of Front Street





# Canal Concept: Existing Conditions





# Historic Canal Concept





# Canal District

- Demolish Buildings along Front Street





# Canal District

- Buildings to Demolish





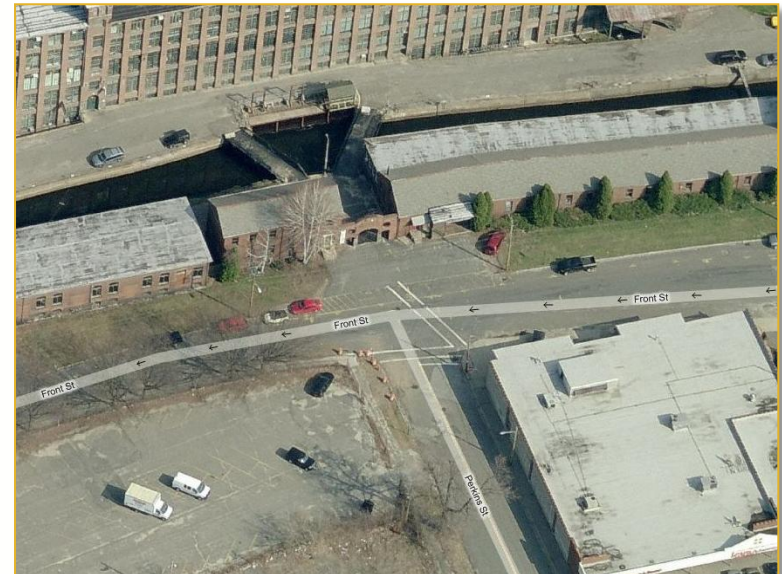
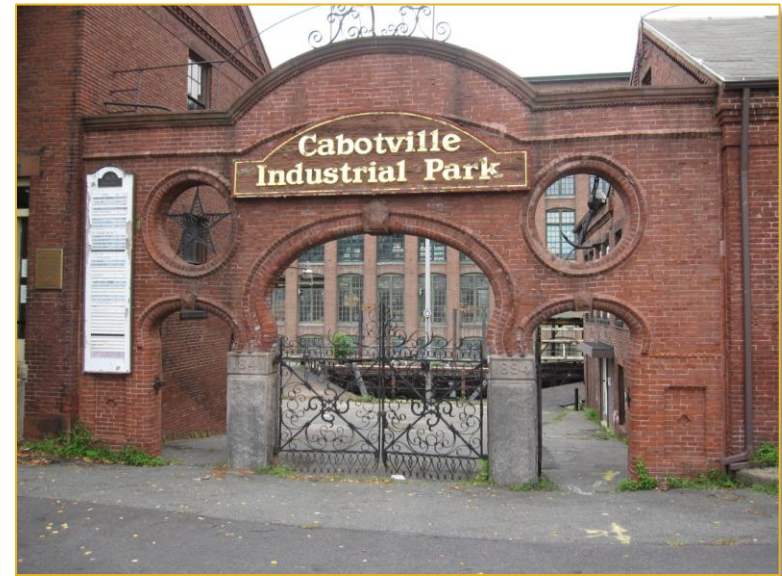
# Canal District

- Precedents



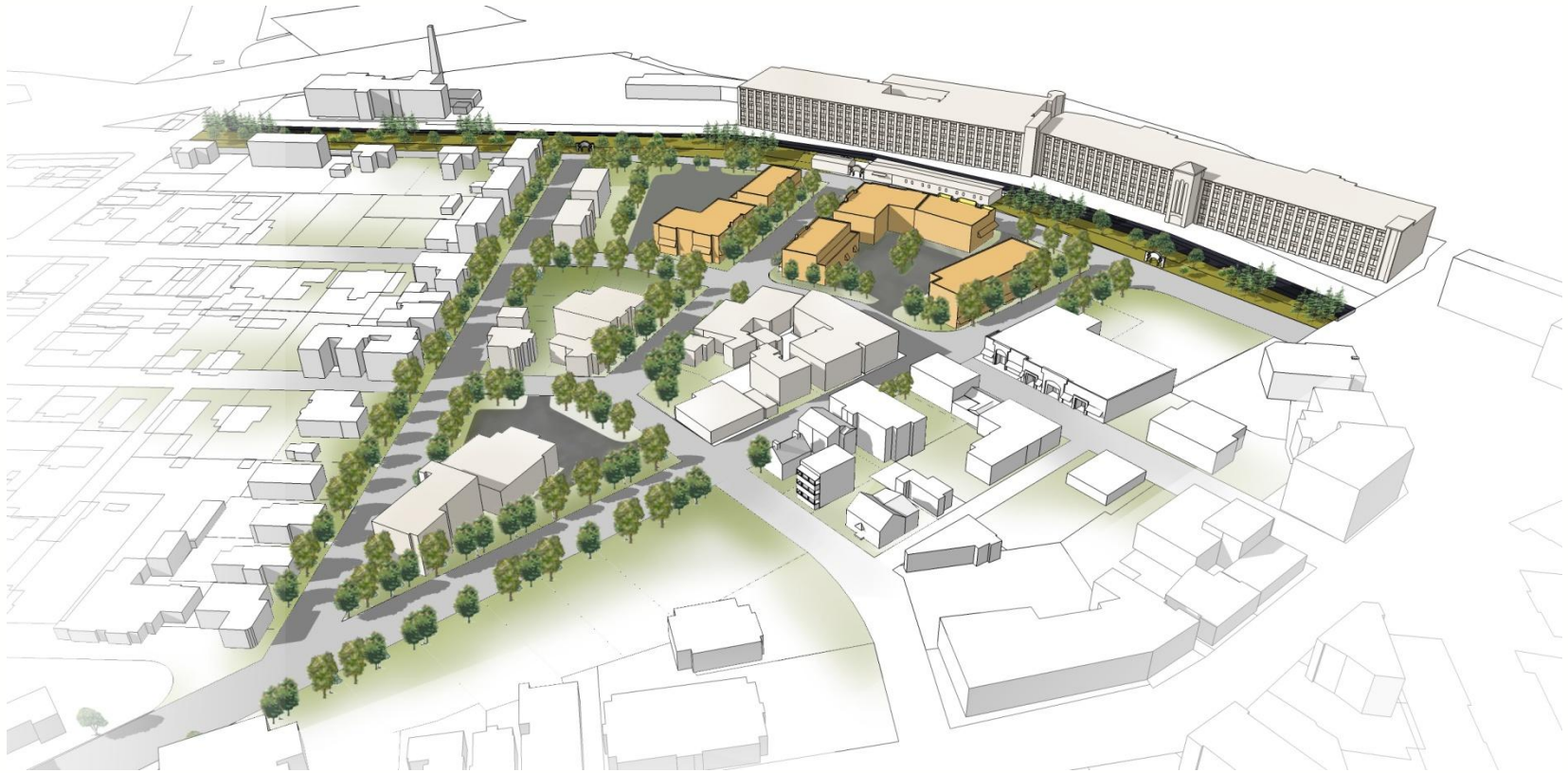
# Canal District

- Keep and Replicate Entrance to Cabotville Industrial Park at Ends of Corridors





# Canal District Concept

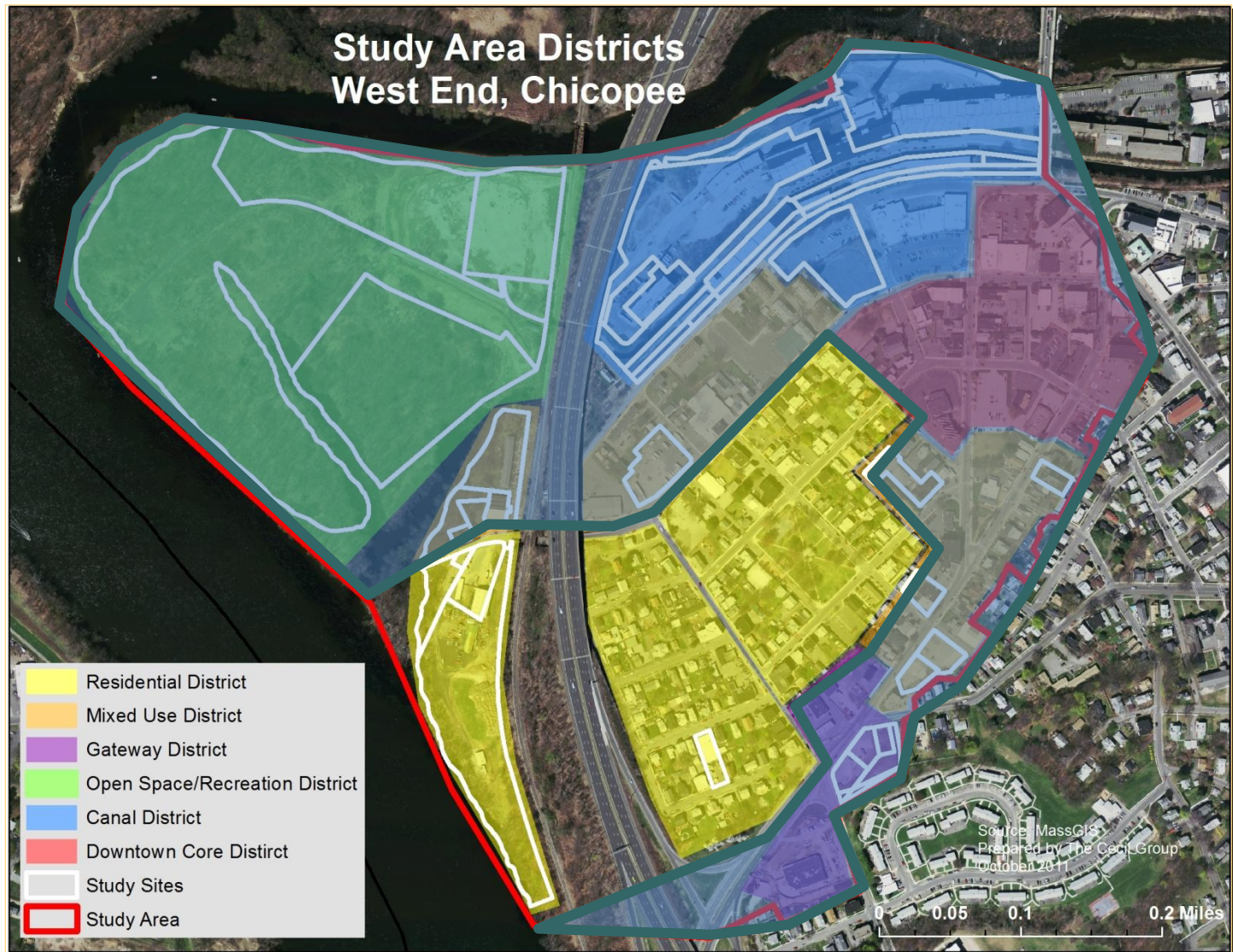


# Historic Canal Concept





# Residential and Riverfront Districts





# Riverfront District

- Riverfront Property (south of Exchange)





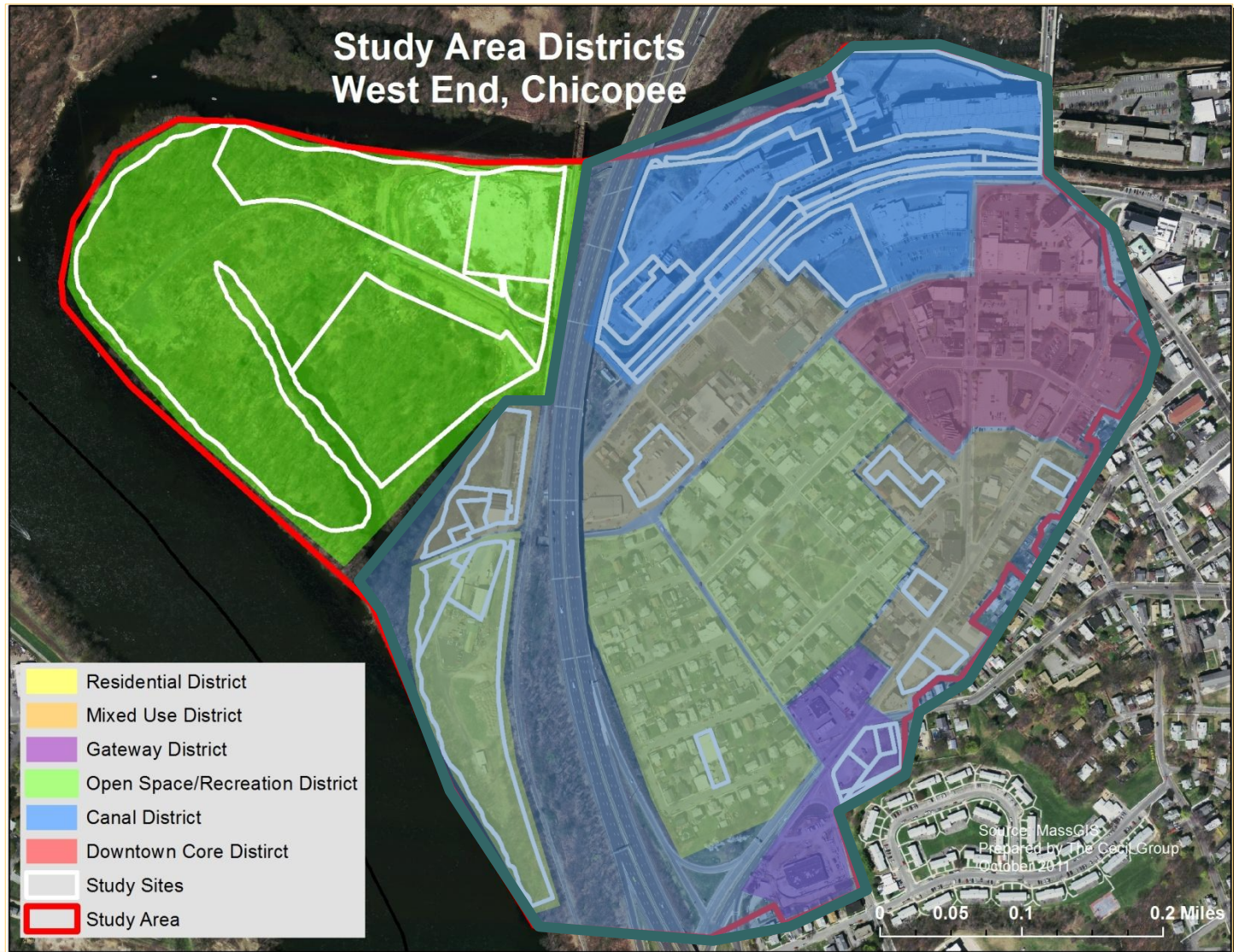
# Residential District

- Chicopee Water Department





# Open Space/Farming District





# Open Space/ Farming District

- Former Delta Park
- City Property (former Hampden Steam Plant)



# Open Space/ Farming District

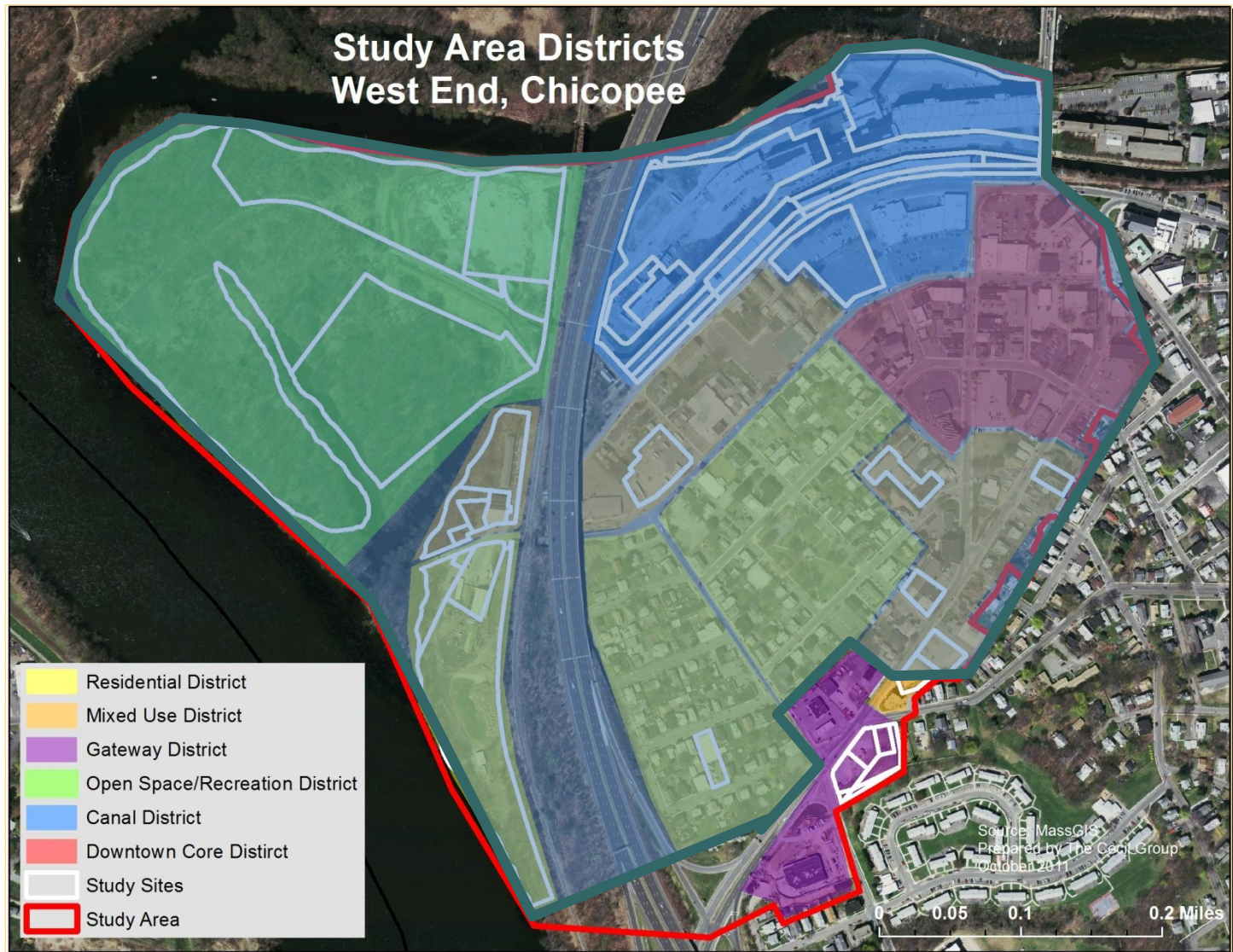
## ■ Possible Uses

- Tree farming or other agricultural use
- Energy farming
  - Ground-mounted solar
  - Geothermal





# Gateway District





# Gateway District

- Former Mobile Service Station
  - Significant Reuse Limitations



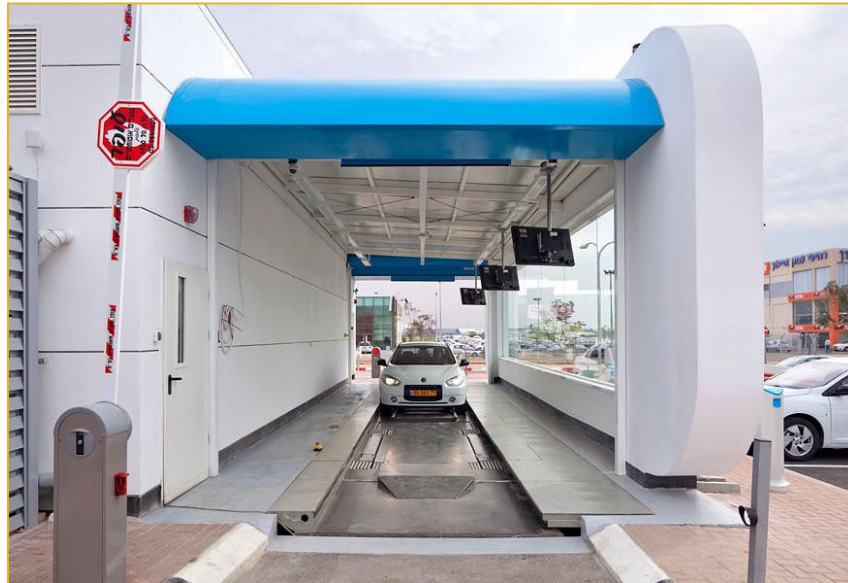


# Gateway District

## *Former Mobile Station*

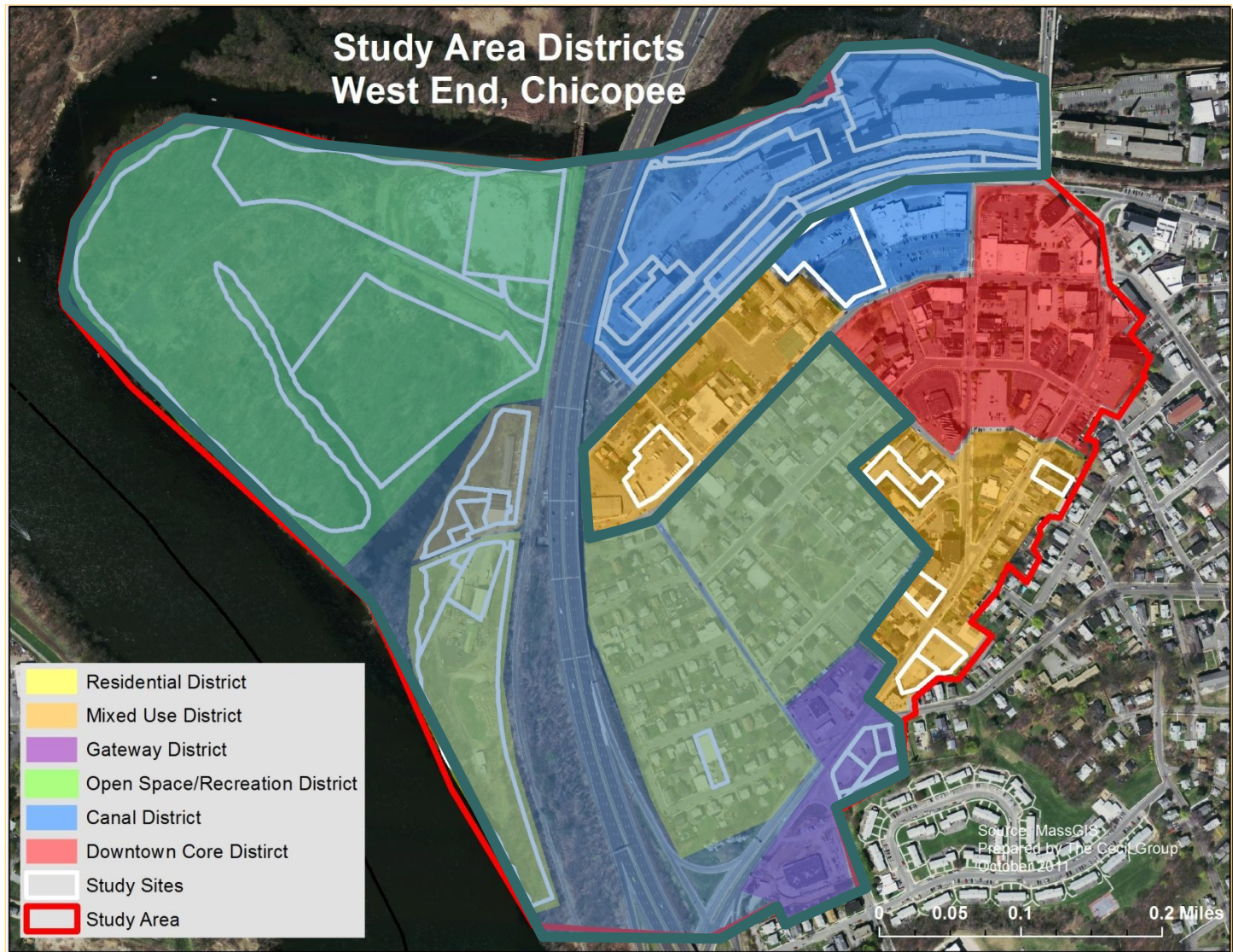
### ■ Possible Uses

- Gateway
- Transportation [EV's]





# Mixed Use Districts





# Mixed Use Districts

- Former Racing Oil
- Center Street Parking Lot
- Former VOC Building
- Collegian Court
- Former Freemason's Lodge
- Former Mathis Oldsmobile



# Ideas for Change

- Group Participation

Commercial – Office

Commercial – Retail

Low Density Housing

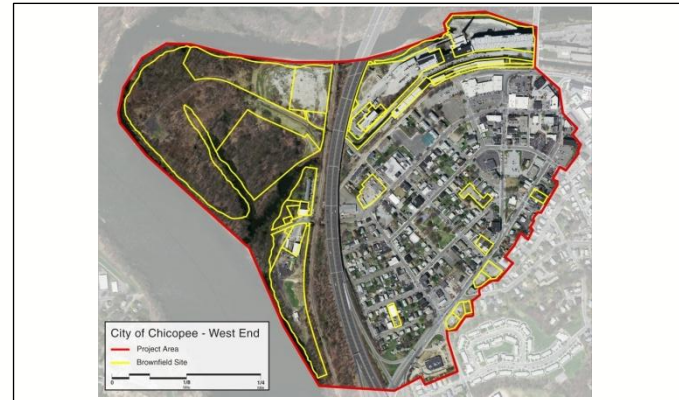
High Density Housing

Open Space

Industrial

Parking

[Blank]







# Next Steps

- Upcoming Public Meetings (Public Library)
  - Tuesday, December 13, 2011, 6 p.m.
  - Wednesday, January 11, 2012, 6 p.m.



An aerial photograph of the Chicopee West End area, showing a mix of residential and commercial buildings, parking lots, and streets. A large highway, Interstate 391, runs vertically through the center-left of the image. To the left of the highway is a wooded area. To the right is a dense urban area with various buildings and streets. The title text is overlaid on a semi-transparent grey band across the middle of the image.

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